

Paid Media SMART Guide



Engagement

GETTING STARTED >



Welcome

This guide is designed to give you a good grounding in the basics of paid media.

The content covers:

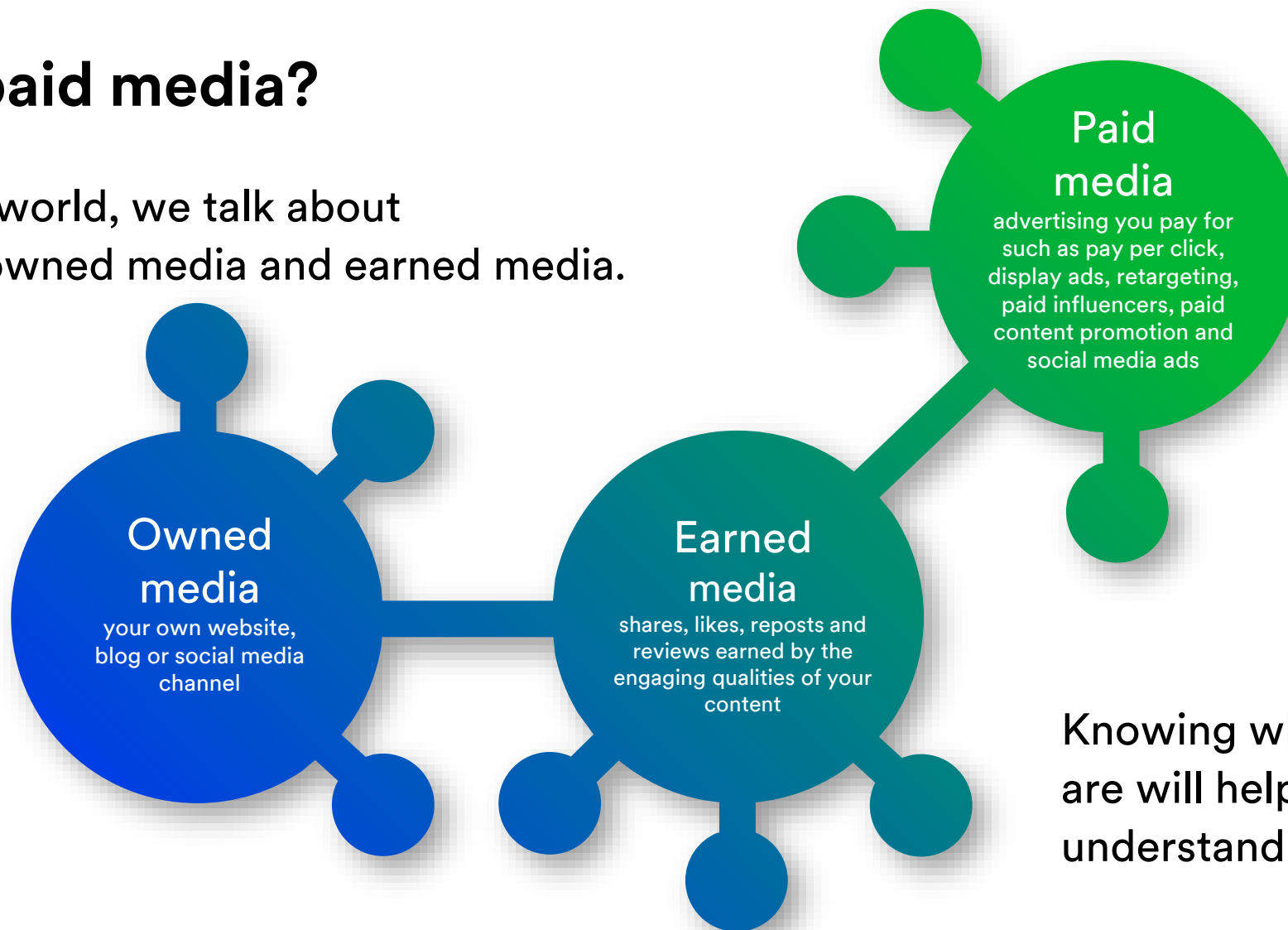
- What is paid media?
- Tailoring campaigns for B2B and B2C audiences
- Different types of paid media
- Re-marketing
- Business benefits
- Measuring success
- Getting started
- FAQs





What is paid media?

In the digital world, we talk about paid media, owned media and earned media.



Knowing what the other two are will help give you a clearer understanding of paid media.



Setting the scene

Digital media and advertising has evolved dramatically over the past 10 years, and is now a central part of most companies marketing strategies.

Targeting is a feature of digital paid media and is one of the key benefits over traditional advertising – you can directly target your advertising at those who you want to read it

Accurate tracking of results and return on investment (ROI) is another major benefit of digital

The different channels can be used to perform very different tasks





B2B or B2C?

Understanding the differences between these two audiences will help you plan your campaigns more effectively.

B2B

B2C

Content focus

vs

Transactional focus

Awareness, familiarity and consideration

vs

Consideration and purchase

Educates about products and services

vs

Promotions geared towards purchase

Long sales cycles

vs

Primarily short sales cycle to purchase

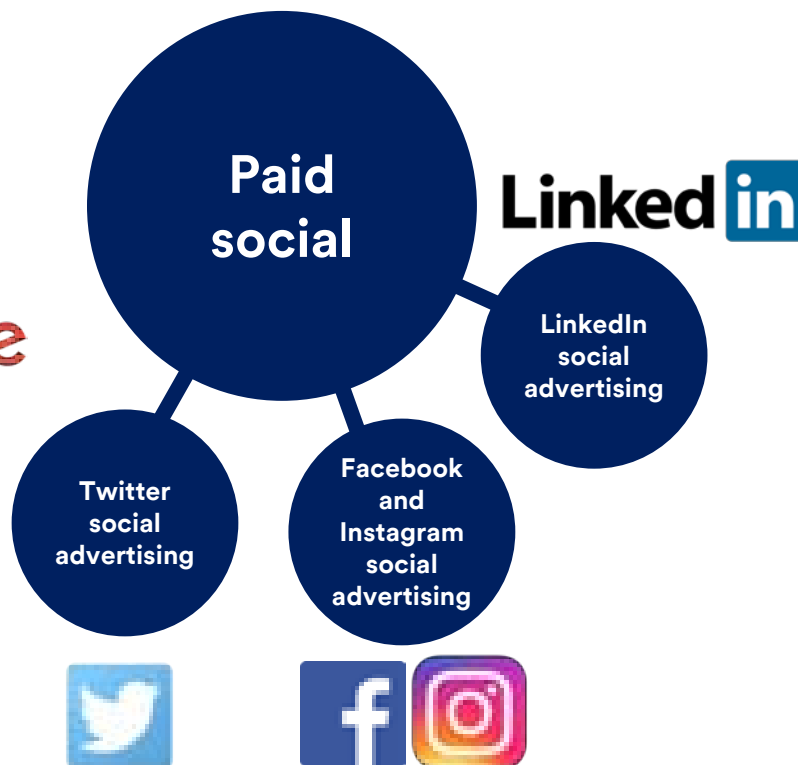
Weak on social networks

vs

Weak on display



Different types of paid media





Search advertising



Often referred to as pay-per-click (PPC), advertisers pay each time their ad is clicked – this is a way of buying visits to your site rather than earning them through organic or referrals from other websites.



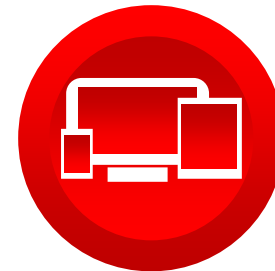
Advertisers bid for a place in a search engine's sponsored links when a specific keyword is searched for



Location, timing and language targeting can also be added



You can buy keywords or phrases relevant to your product or service



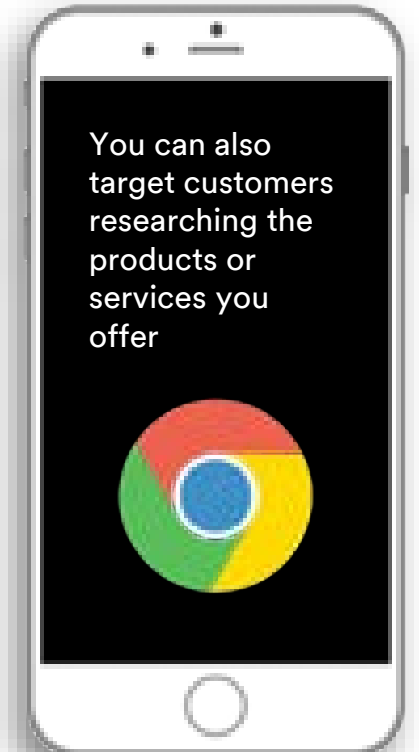
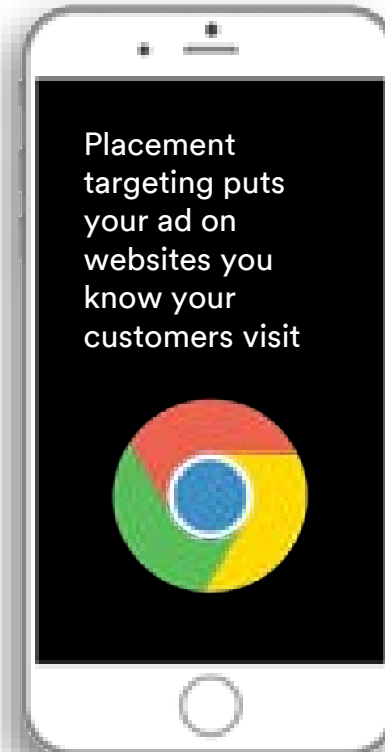
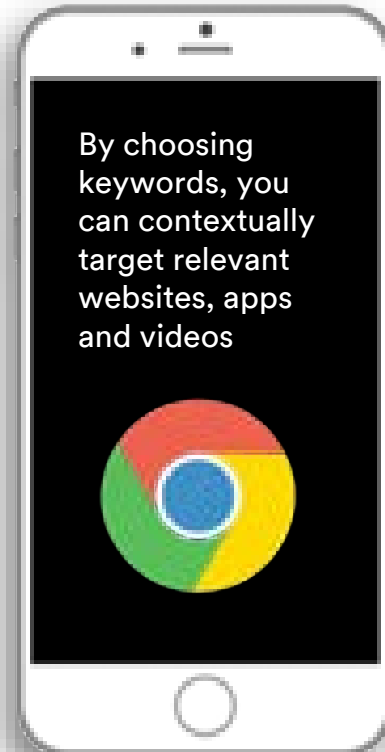
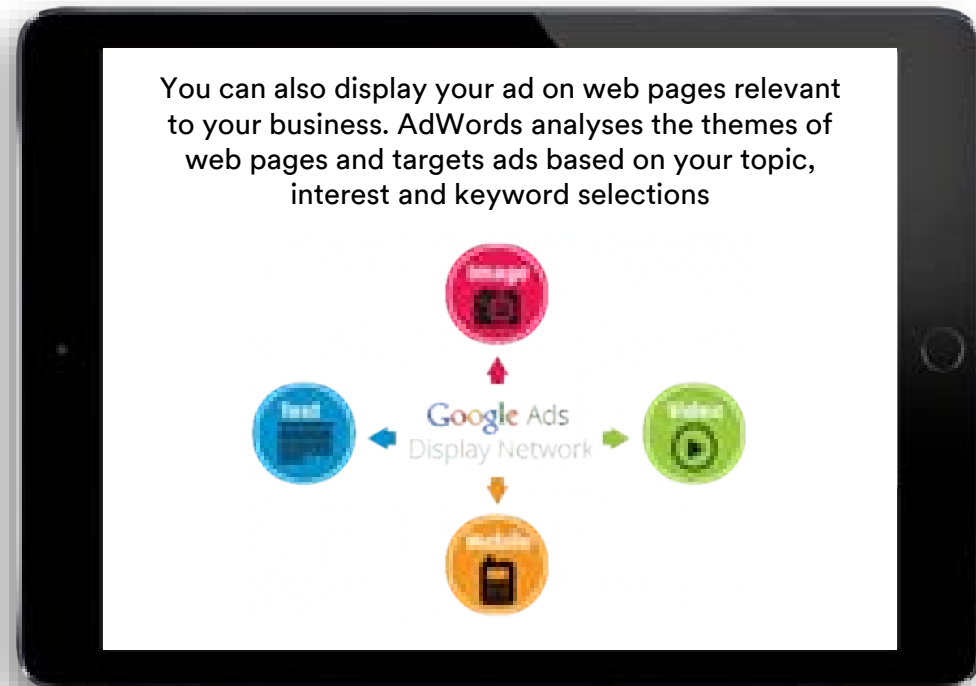
You can even refine your search to focus just on mobiles, tablets or desktops



Google display advertising



Google Display Network (GDN) claims to reach over 90% of people on the Internet. You can connect with them while visiting third party websites, checking their Gmail or using favourite apps on their mobile.





Programmatic advertising

A welcome change from the traditional model, you are no longer locked into placing a certain number of ads with a specific publisher.

Programmatic marketing targets across specific themes such as age, gender, income or location so you can hit the right people at the right time.

Targeting strategies for programmatic are similar to GDN using keyword, topic, interest and placements.

Software automates the buying, placement, and optimisation of media inventory via a supply and demand trading system.

Automating the process means it can be done in real time and doesn't rely on the human touch for insertions and trading.

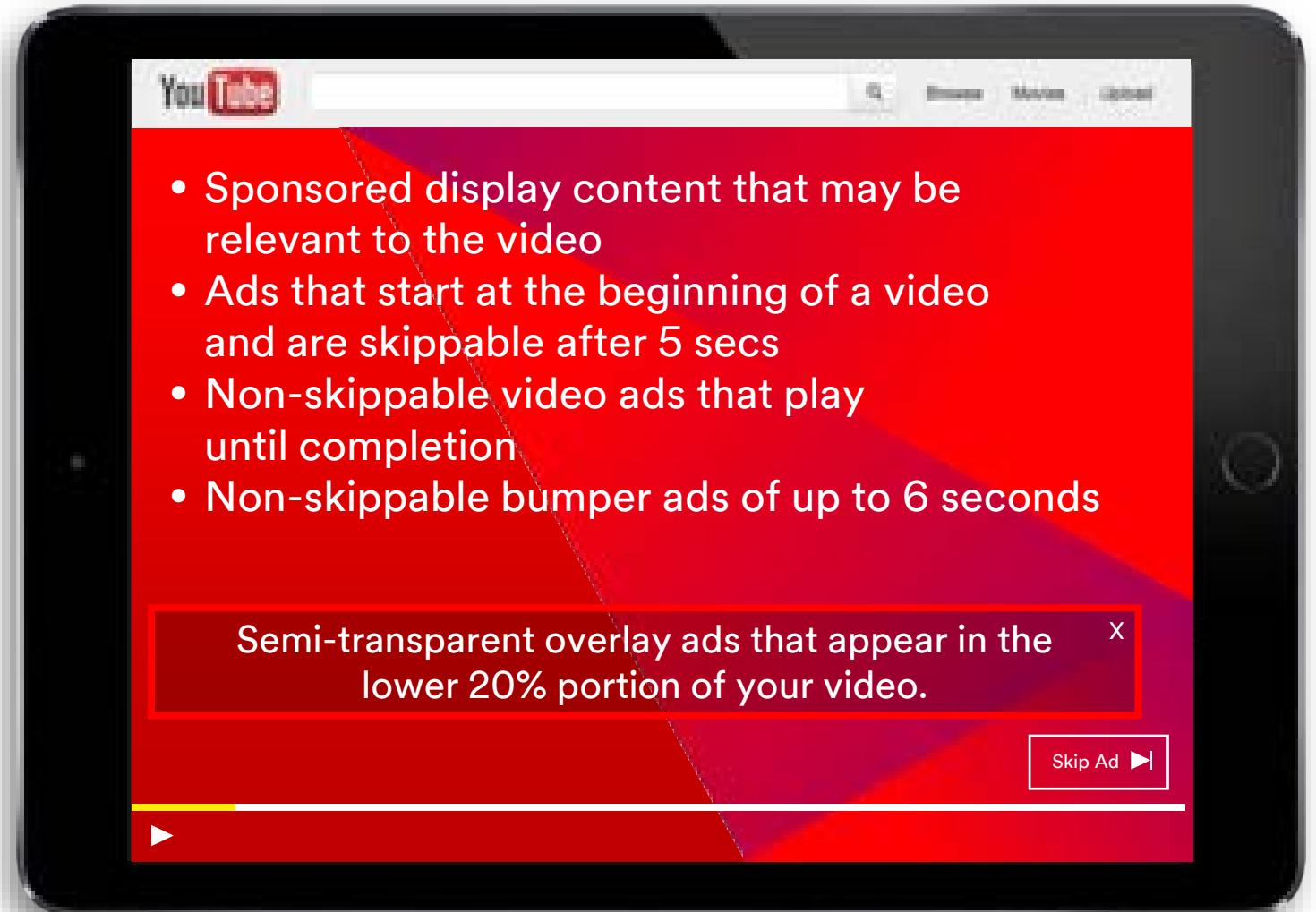




Video advertising

Target YouTube users by keyword, topic, placement and audience.

It's worth noting that video advertising can also be used on Facebook and LinkedIn.





Amazon Marketing Services (AMS)

AMS works like Google search but keywords are targeted purely within the Amazon domain.

You can also run Product Display Ads where your products can be targeted by interest and appear on related product detail pages.

You only pay when shoppers click on your ad.

You're leveraging Amazon's e-commerce platform and reputation for customer trust.



Criteo Sponsored Products (CSP)

CSP works in the same way as AMS, but with a wider reach across e-Commerce websites that have opted into the platform in the UK, France, Germany and Benelux regions.





Re-marketing

Ads can be served to anyone who's engaged with paid advertising, visited your website or used your mobile app

You can use remarketing lists created across search, GDN, YouTube, programmatic and Google Analytics.
Here you will engage with an audience that has had prior interaction with 3M content

You can also use remarketing with the paid social channels such as Facebook, Twitter and LinkedIn





LinkedIn social advertising



Audiences can be set up in your campaign to include companies, industries, job titles and skills

Segmentation can also be done by location, age, gender and experience

Target through

Sponsored content

Sponsored InMail

Display

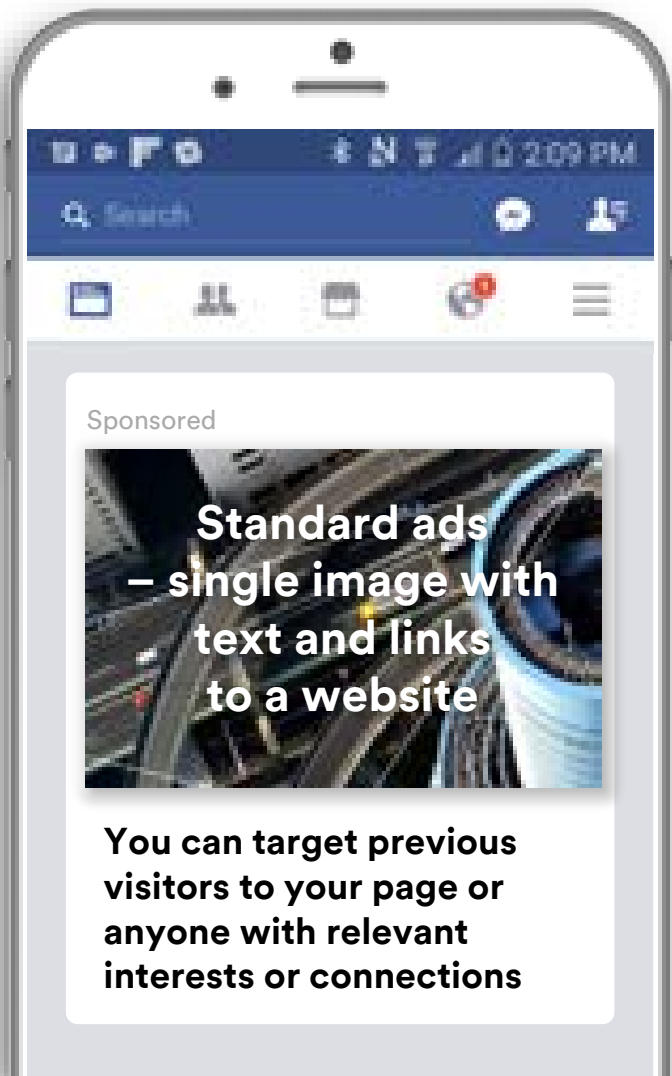
Dynamic ads

Text ads

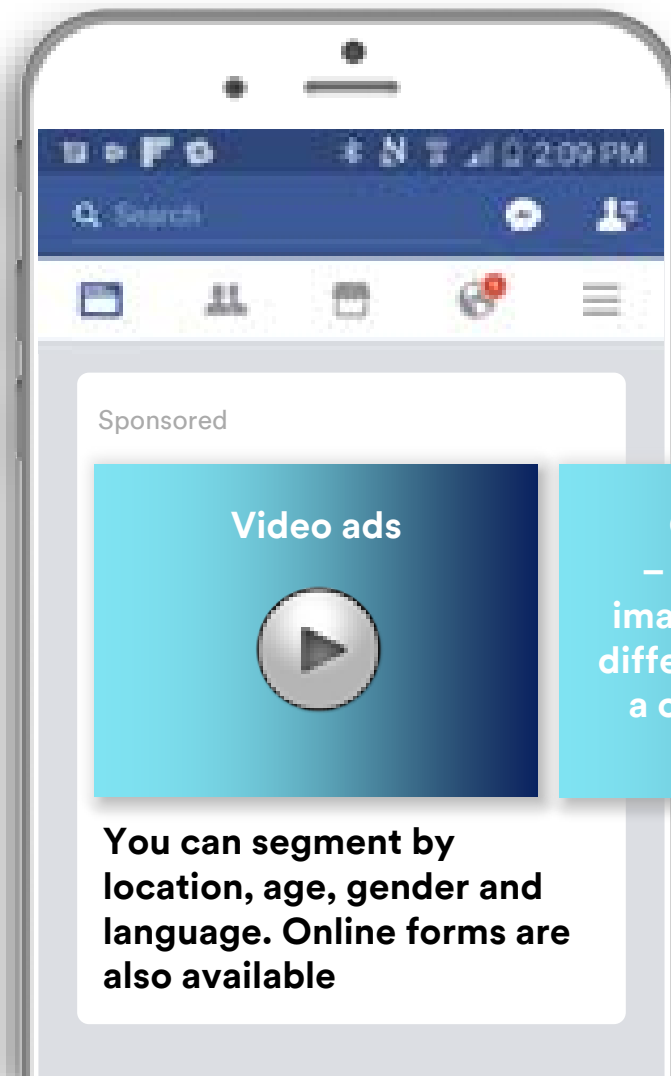




Facebook social advertising and video advertising



Main formats are





Twitter social advertising



Targeting options include:



Twitter @socialadvertising

Users whose interests align with your business

Reply Retweet Favorite More



Twitter @socialadvertising

Keywords based on what they've recently Tweeted or engaged with in Tweets

Reply Retweet Favorite More



Twitter @socialadvertising

Followers of relevant accounts

Reply Retweet Favorite More



Twitter @socialadvertising

High-intent audiences based on shopping and spending patterns

Reply Retweet Favorite More



Twitter @socialadvertising

Segmentation can also be done by language, gender and geography

Reply Retweet Favorite More





Who uses paid media?

Everyone, it seems, is using paid search, display and social media as platforms to express opinions and announce new products and services.

Consumers and businesses expect other businesses to have a presence on these channels.



You don't need to be across every channel but search, display and social are ones every B2B business should consider having a presence on.



Business benefits

Opportunity to reinforce your brand values with clear communication

Peer to peer engagement using a less corporate approach than traditional advertising

Social channels provide a useful shop window for your business

Opportunity to position yourself as a niche expert

Direct customer feedback



Measuring success

1

The technical aspects of measurement will usually be carried out by specialists on the search, display and social platforms

2

Measure performance at a pre-arranged frequency. This should be weekly after launch, then less often as the campaign settles down

3

Delivery of performance against the KPIs identified during the planning phase will determine the measurement criteria (see Analytics SMART Guide)

4

Resist optimising until you're 20-30% through your campaign

5

Most optimisation changes can be managed by the technology itself e.g. bids, budgets, search terms and conversions

6

Measure the different combinations of ad copy, landing page elements and calls to action. Use what worked well as a starting point for your next campaign





Getting started with campaigns

Paid media campaign path





Key contacts

If you need help setting up a successful campaign or have any questions please contact us, you can find all the relevant contacts at the link below





FAQs

How do I measure ROI?

Excluding AMS where revenue can be directly attributed to your advertising cost, ROI is measured by aligning your campaign objectives and the CDJ. For example, a successful demand generation campaign for the introduction of a new product is likely to be aligned with awareness, and awareness can be measured by the number of ad impressions you get, followed by a click to get more information.

Alternately, the objective may be conversions where ad impressions are less important due to tighter audience targeting, but the action after the click is to complete a conversion event such as selecting a supplier on where to buy or registering for a webinar.

Which channels perform the best?

Channels and platforms need to be aligned with campaign objectives and the audience you intend reaching. Often there will be a mix of search, display, social and re-marketing. This is determined during the planning phase with the SME and the budget available.

How best can I invest my budget?

There are DPH tools and guides ([link to investment cheat sheet](#)) available to help you determine this. These have been developed using past 3M campaigns and are generally used in consultation with a paid media SME.

What content do I need to create?

This varies tremendously by platform in terms of allowable text, messaging and images. There is a repository of templates containing these requirements by platform and target method, along with the 3M compliance policy.

How do I keep ahead with paid media trends?

Don't get distracted by what the next big thing might be. Understand your market and what is happening around you. The DPH frequently runs update sessions, broadcasts newsletters and posts blogs on activity. Naturally, if you come across something that could really work well for your market, please let us know.





A thought to leave you with:

This is the end of the presentation, but not the end of the story.

Digital marketing is continuing to evolve at an extraordinary rate.

The goalposts are always moving and through the DPH you can find ways to keep up with all the changes that will occur in the months to come.

